



Announcing...

The Match-Matic C-3 is priced at just \$74.95 — complete with light meter, case and flash. Most Argus dealers offer convenient budget terms.

The New Argus Match-Matic C-3

...an LVS version of the world's most popular color-slide camera!

Here's all the rugged dependability of the world-famous Argus C-3, in a brand-new version featuring an easy-to-use adaptation of *light value* system settings.

Biggest change: the new Match-Matic C-3 is *much* easier to operate. Simply set the shutter dial for "scenes" or "action" . . . match numbers from light meter to lens . . . shoot! It's as easy to set as a clock.

And . . . the new Match-Matic C-3 comes complete with LVS-calibrated clip-on light meter, case and flash . . . plus all the fine camera features of the more than 2 million C-3's now in use. What's more, it carries a *lifetime guarantee*!

Next time you're in your favorite camera shop be sure to look over the new Match-Matic C-3. You'll agree, it's a great successor to the world's *most popular* color-slide camera!

argus
Argus Company, Inc. Argus Division, Sylvania

ANOTHER FINE SYLVANIA PRODUCT